

Who's Who Against America

Herr Hearst Publishes Pro-German Propaganda

Continued from page 1

material forces are collectively employed. Millions of hearts, millions of human ideas, materialized air and fire, gold and earth, iron and light, and all that for no other purpose but to find out whether the luminous German thought shall be victorious or not in Europe. . . . Nobody knows better than the leading statesmen of England that Prussian militarism is absolutely identical with what one means by modern culture. German thought would perish if England were victorious.

This is the same voice, though with a slightly broader accent, which signified the recall of Ambassador Gerard by wailing editorially that the success of the Allies would mean the destruction of "the most progressive nation in Europe."

"Sensible Americans," thinks Mr. Hearst, "have no antipathy to the German government" (which at the time of this writing had been sending scores of the bottom of the sea, and had established its diplomatic corps in this country as the central organization of a campaign of wholesale destruction and murder). . . . "and we should never go to war at the command of a single individual."

Certainly Hearst himself feels no antipathy to the most brutish of German war methods, the drowning of helpless non-combatants by U-boats, for he thus admonishes the American people:

"Particularly do we deplore the sentiment which has been fostered against the submarine. . . . We are making a terrible mistake in this sentimental objection to submarine warfare."

As between the national ideals and character of the Allies and of Germany, Herr Hearst's Teutonized mind can perceive no distinction in favor of the former.

"To speak of this war as a war between an alliance of democracies and an alliance of autocracies, between a league of free peoples and a league of despots is to speak foolishly. . . . What well-informed person believes that either Rumania, or Serbia, or Belgium, or Italy is, or ever has been, a democracy; or that either the German Empire or the Empire of Austria-Hungary is an autocracy?"

Little confidence has Herr Hearst in the honor or purposes of the Allied nations.

"No sensible man ('sensible man' of course means a disciple of Hearstism) will believe the assurance of the Allies that they fight for humanity and the rights of small nations. As far as the European nations are concerned, this war is nothing but a business proposition."

History is summoned up to put the Allies in the worst possible light toward the United States, and it is recalled (from the Hearst yellow book of German propaganda) that France and England once made war upon Mexico "with the object of disrupting the American Union."

Our own claims of disinterestedness in the war Herr Hearst stigmatizes as "the butt of European diplomatic ridicule," adding, for good measure, that no European government can be relied upon to keep its word of honor. Which perhaps explains why Herr Hearst is quite willing to see the Allies beaten. He proclaims:

"We are fighting for American defence; not to save the Allies from defeat." At the thought of possible German defeat, however, he bristles forth into veiled threats:

"If either alliance should emerge the victor from this war, another war would arise at the very moment in the future when the vanquished felt strong enough to renew the contest."

Naturally he is hailed by the disloyal German-American forces as a guiding light. Hark to the "New Jersey Freiheit" of August 16 last, one of the most virulently German publications in the country:

"On the editorial side pleasing clearness of vision often reigns and the endeavor to let right and understanding rule and likewise an outspoken distrust of anglophobia." However, the Newark organ of the Kaiser fails to recognize and appreciate its fellow propagandist's shrewd camouflage, and takes lively exception to the Raemakers cartoons. Because of these (and perhaps of the flag display) the "Freiheit" finds the Hearst front page regrettably different, and observes that "this paper tries to ride two horses running in opposite directions."

One Hearst horse, at least, tilts consistently in one direction so far as Great Britain is concerned. England is eternal anathema to Hearst. He echoes the "Hymn of Hate" wherever opportunity offers. His voice speaks for the Kaiser-worshipping hyphenates

a motion in Congress would be censured in an unmistakable manner by the people."

War itself, when (despite this assured prophecy) it was declared by the United States, inspired Herr Hearst to spasms of varicolored mock-patriotism on his front page, but otherwise served only to render him a little less outspoken in his anglophobia. In a style of bombastism suggesting some of his patron's imperialistic manifestos he proclaims, on April 6:

"We openly state to Washington that the whole nation . . . is willing to make an American war for America's rights and interests, but that the majority, and the great majority at that, is not willing at all—to state it mildly—to fight for England."

Four months later he is still harping upon this same string of England's advantage.

"The President's reply to the Pope's peace message MAY be the reply of all the Allies. But unless we have forgotten the ways of the English, studied at close range for several years, there is just something of a 'sour note' in their joyous appreciation of Mr. Wilson's answer. Possibly he emphasized a little too strongly for English taste the fact that America really wants NOTHING but peace. Some others abroad would like just a little something more substantial than peace, when settlement comes. It has not been England's custom to go to a peace conference after victory and return with an empty satchel."

Of late, however, Herr Hearst's bitterness of spirit has been alloyed with some cold drops of caution. German though he remains in his soul, he preserves enough of his American shrewdness, perhaps, to realize that there is a point beyond which it is not safe to reckon upon the forbearance of the Yankee temper. Hence one is less likely now to discover open editorial pro-Germanism than the sly innuendo of hint and suggestion, or the subtle but powerful influence of picture or cartoon. With what shameless perversion the Kaiserling of the press uses the camera for his purposes is well illustrated by a photograph upon which a typical editorial is based. The picture shows two Canadian officers bending over a riddled helmet which one of them holds. Their attitude and expression would suggest (to a normal mind) that they were medical men studying the effects of high-power missiles on modern armor. There are gravity and attentiveness in their faces. But Hearst doesn't read it that way. He interprets the picture as that of two Allied brutes gloating over the fate of a slaughtered foe, and headlines it: "His Skull Was Shattered. Ha! Ha!"

"There was once the head of a German soldier inside this steel helmet. . . . The Canadian officer is telling what a good joke it was. . . . If this were a picture of a German officer laughing as he described the splintering of a Frenchman's or an Englishman's head, we should all say 'What Hun brutality!'"

Next to England Herr Hearst hates (or pretends for Germany's sake to hate) Japan. From the early days of his newspaper career he has been an occasional Jap-baiter. But this was merely an incident of his general editorial policy until the world war was begun and Japan cast her lot in with the Allies. From that time Hearst became, editorially, a violent agitator against Japan and all things Japanese. The most far-reaching instrument of his propaganda has been the moving picture "Patria," which centres upon a Japanese plot to conquer the United States through Mexico. Detailed description of the picture, with its subliminal appeals to race and national prejudice and its obvious incitements to hatred of the Oriental empire, is not necessary here. Sufficient light upon its general purport is thrown by the synopsis given in the Hearst papers themselves:

"Baron Huroki of Aokio (presumably a misprint for Tokio) conspiring to embroil the United States and Mexico in order to pave the way for the Japanese invasion of the Pacific Coast, is hunted from the country," etc., etc.

It is true that, in consequence of a threatened movement to suppress the film in the Far West, the producers "censored" it to the extent of altering the Japanese names and giving them a Mexican tinge. But they did not alter the faces or the uniforms; these remain unmistakably Japanese. Thus we have in the motion picture theatres all over the country a play presenting an ally nation in the act of plotting and warring against this country. Imagines what would happen to a producer in England who pictured France as proving traitor to her British ally! Or a film in Italy the implied purpose of which was to arouse hatred against Russia! Our European allies, awake as they are to the deadly seriousness of this war, do not "suffer Hearst's gladly."

In his editorial columns and cartoons Hearst ably backs his hatred-inducing "movie." He has long preached

that "Japan hopes and confidently expects to dominate the Pacific Ocean." This is the sort of thing that Hearst, in his eagerness to serve the German cause, was perpetrating in 1916:

"Day by day we play Japan's game. We work ourselves into a furious rage of partisanship over the war in Europe, which is not aimed at us at all. . . . Japan steadily pursues her preparation for war upon us."

This is followed up by a typical Hearst cartoon, representing Japan as a crafty and prowling cat; also by threatening letters purporting to emanate from Japanese subjects. Again, the Hearst papers proclaim, adoringly, the government of the United States:

"If you should decide upon a course that inevitably means war with Germany, that moment Japan would prepare to strike her blow at us. . . . and Japan would most certainly forsake the Allies and join the Teutonic powers in order to be free to strike her blow at us."

As the entry of this country into the war grew nearer and nearer Hearst continued beating furiously the anti-Jap tom-tom. As a specimen of his genius for prophecy, take this, which was published early last March:

"The plain probabilities in the event of unlikely but still possible disaster are that Mexico would take our Southwest and restore it to barbarism, that Japan would take the Pacific Coast," etc., etc.

To the country at large the Zimmermann note disclosures, with their self-tormenting of German plottings in Mexico, served as warning against the perils of German intrigue and roused general resentment against the clumsy Teutonic schemers. Not in the warlike breast of William R. Hearst! His resentment was against Japan, though that nation had been in no manner compromised by the revelation. He resurrects his pet bogey, of an alliance between Germany, Japan and Mexico, and calls on the United States to keep "out of war as long as we can with honor" (imagine adjusting the nation's destinies to a Hearst conception of national honor!) and prepare for "the eventual war which must come"; i. e., the war with Japan.

Even after we had ranged ourselves beside Japan against the Central Powers Hearst did not hesitate to impute, in an editorial of July 20, the basest treachery to our Oriental ally:

"This nation may yet have to face alone a combination of the Central Empires and Japan before the war is over."

Whenever Germany's case was at its worst in this country Hearst shrewdly trotted out the Jap bogey, to divert attention from his friend, the real foe. Thus it was when ruthless submarine depredations had strained the American temper to the breaking point, Hearst has a word of justification, or at least of expediency, in favor of the sea-slayers who had been destroying the lives of helpless neutrals. And, of course, he ponderously drags Japan into it. He writes:

"The other day 'The American' said editorially that we ought not to go too far in restricting submarine warfare, because some day we would need to use submarines to beat off Japan's inevitable attack."

Which, followed through to its conclusion, would seem to mean:

"Let's not protest against German murder of our people, because some day we shall want to murder the Japanese in the same way."

To the discussion of the Sussex note Hearst's most significant contribution was covertly pro-German and overtly anti-Japanese:

"The one great war which we are sure sooner or later to fight will be with Japan."

Of late Hearst's aid to Germany by keeping up suspicion of Japan has been mainly in answering references and sly jabs of satire.

"Our dear little Japanese ally has little to learn about taking tricks and looking around for more. She is the only nation who knows how to be in the war and OUT of the war and always increasing profits. . . . What she gets she KEEPS."

In another editorial, deftly calculated to incense our allies, Hearst says: "Japan MAY send troops to help Russia fight Germany and she may not. . . . It would be interesting to see the Japanese fighting with real Europeans. Japan's war with Russia was only a joke."

And here, in a late June editorial, the great pro-German editor takes a double-handed slap at the two objects of his Teutonic derision and dislike; the subject being Japan's supposed encroachments upon the trade of the Allies:

to be made by men, but they must surely be destined by God. They are part of the scheme of civilization, part of the plan of progress. When moral influence fails, force must take its place. It is our duty and our destiny . . . to devote [alien] territory to the cause of enlightenment and civilization by making it a part of our enlightened and civilized community."

Hasn't that a familiar ring to ears familiar with the propaganda of pan-Germanism? Doesn't it suggest Treitschke? Or von Bernhardi? It was not written by either of these, but by a later convert to "Deutschtum." It is an extract from a Hearst editorial, with one substituted word—"alien" for "Mexican." Herein is the fundamental expression of Hearst's belief which has made him what he is in this war, an alien to all American ideals, a disciple of brute force as the master-motive of "civilization."

On his own showing he is more than pro-German and worse. He is German with all that the term implies of a renegade from Americanism.

In a third article, next Sunday, Mr. Adams will discuss the impact of war upon Hearst's pacifism and the evolution of Hearstamericanism from that point on.

1917 Bad Year for New Apartments

Figures for First Six Months of Building in Greater City Lowest Since 1902

The flat dweller who has decided to have a new home address in the greater city on or before October 1—which custom has made the principal home moving day this year—will find on his house hunting trips comparatively few apartments built for this renting season, and now ready for tenants, or nearly completed. The official figures for tenement house construction work for the first six months of the year, as furnished by Commissioner Murphy, show that the rate at which apartment houses are being constructed this year is, with the exception of 1902, the slowest in the history of the fifteen years record. 1217 will have produced in Manhattan 16,416 tenements, with 1,413 apartments, 6,415 rooms, the cost being \$2,839,000.

If this rate were maintained, which really experts say is unlikely, the Manhattan record for the year would be 92 apartment houses, having 2,826 suites and 10,830 rooms, constructed at an estimated cost of \$7,978,000. With this volume of business as the year's record, 1217 will have produced in Manhattan, compared with 1916, 62 less apartment houses, 2,195 less suites and 13,061 less rooms. And the shrinkage in estimated cost will be \$4,854,000. Last year was a dull one, too, in building.

The tenement house record for the whole city from 1902 to July 1 is as follows:

Buy a Book for a Soldier

Drive Opens to-morrow for \$1,000,000 Camp Fund

At 9 o'clock to-morrow morning 5,000 volunteer workers will start a one-week campaign to raise New York's share of the million dollars needed to provide books for the men in the thirty-two national cantonments. Travelling libraries of 200 to 300 books are to be purchased for the men in France, as well as those serving in the navy. The collection of the fund is under the supervision of the Library War Council appointed by the Secretary of War. Among the members of the council for greater New York are Judge Morgan J. O'Brien, Dr. Nicholas Murray Butler, Otto H. Kahn, Henry W. Taft, James Speyer, Samuel A. Levinson, George W. Perkins, William G. Wilcox and Herbert F. Gunnison. Manhattan is expected to furnish \$125,000, Brooklyn \$100,000, the Bronx \$30,000, Queens \$20,000 and Richmond \$5,000. The money is to be sold through more than two hundred library centres, the colleges, universities, business houses and department stores. The public is cautioned to contribute money only directly to the treasurer, the names of the libraries. Daily reports will be made on the progress of the campaign.

Military Club Opens Oct. 11

Mayor Will Speak at Home for Soldiers and Sailors

Mayor Mitchell, Major General Bell and Rear Admiral Sigbee will speak at the opening of the Soldiers and Sailors' Home Club in the former home of Brander Matthews, at Ninety-third Street and West End Avenue, October 11. The club is to be supported by public subscription. Mrs. Elliot Butler Whiting, of 259 Fifth Avenue, is treasurer. "The aim of the club," said Mrs. Whiting yesterday, "is to give the idea of home all through the building. On the first floor we will have a canteen to which committee members will bring home-made pies, cakes and other dishes. This institution will not be known as a canteen, however, but as the home club pantry. You can understand how the pantry idea will appeal to boys away from home. Of course, there is no charge for food taken from the pantry in a private home, and there will be none for that in the Home Club pantry."

Fire Record

A. M. 1:00-1:15 Eaton Road, Belmont, L.I. Co. \$1,000. 2:30-2:45 11th St., The Bronx, James Donovan, \$100. 4:00-4:15 East 14th St., The Bronx, Katherine Bick, \$100. 4:15-4:30 Avenue C, Maria Danabala, \$100. 4:30-4:45 4th St. and Broadway, subway, \$100. 4:45-5:00 Hoffman, The Bronx, owner unknown, damage \$100. 11:50-12:00 West 128th St., window fire, owner unknown, trifling.

HEARN 15th Great Fall Sale LAST WEEK Price Cuts in Every Department

Fall Sale Specials for Monday and Tuesday

- \$1.25 Crepe de Chine—39-inch .97 Full crepe effect—desirable light and dark shades. Limit 15 yds.
\$1.78 Crepe Meteor—40-inch .1.47 Dull finish—new Fall colors—light or dark. Limit 15 yds.
\$1.57 All Wool Poplins .1.14 42-inch wide—rose leaf or myrtle green, maroon, brown, burgundy, prune, navy and black—small round cord weave. Limit 10 yds.
\$1.97 Broadcloths .1.62 48-in.—all wool—worsted warp—sponged and shrunk—all Fall shades. Limit 10 yds.
\$1.58 French Serges .1.24 48 in. wide—all fine twill—brown, burgundy, myrtle, navy and black—less than mfr's cost today. Limit 10 yds.
85 ct. Lining Satins—36 inch .67 Desirable for suits—white and colors. Limit 10 yds.
77 ct. White Brussels Nets .55 72-inch—suitable for linings and neckwear. Limit 10 yds.
67 ct. Double-Width Chiffon .55 All colors, including black and white—suitable for blouses, trimmings and tunics. Limit 19 yds.
27 ct. Embroidery Flouncings .21 Desirable widths—neat patterns. Limit 10 yds.
12 ct. Cluny Laces .9 9 Variety of popular patterns—for scarfs, shawls, bed sets, pillows, bolsters, covers, curtains and brassieres. Limit 15 yds.
\$1.34 Coney Banding .1.10 Two-inch—black, white, brown—lined. Limit 6 yds.
9 ct. Silk Binding Braids .6 6 Black—firm quality—line 16. Limit 12 yds.
7 and 9 ct. Buttons .4 4 Novelty and pearl—Fall colors—large and small, in building. Five cards for 18. Limit 10 cards.
48 ct. White Cotton Core .38 35-in., silk finish—soft and pretty for evening, party and dancing dresses—washable fabric. Limit 15 yds.
\$1.60 pc. Nainsook .1.37 10-yard pieces .1.37 For babies' clothes and underwear, etc. Limit 2 pcs.
10 ct. Rolling Pins .7 7 Loose handles. Limit 2.
18 ct. Welsh Reflex Mantles .12 Upright or inverted kind. Limit 4.
60 ct. Holland Window Shades .44 Side hem 7 ft. long 28 to 37 inches wide—white, sero and green—sold without rollers. Limit dozen.
\$3.17 Jacquard Comfortable Blankets .2.67 Eiderdown finish—70x84 two and three tone color combinations—variety of effective designs. Limit 2.
44 ct. Eiderdown Robe Cloths .34 Jacquard designs—two and three-tone combinations in large assortment. Limit 10 yds.
\$1.27 Indian Crib Blankets .97 Eiderdown finish in Indian designs. Limit 2 pairs.
\$8.97 White, Plaid and Colored Blankets .7.00 Gray or scarlet, with contrast borders—plaid and white with colored borders—majority all wool—three-quarter and full size. Limit 3.
\$1.77 Silkline Comfortables .1.37 Dainty colored floral designs—tufted centres—full size. Limit 3.
\$3.57 Silkline Comfortables .2.77 Reversible Persian designs—with plain saten borders—cotton filled—heavy weight—full size. Limit 3.
\$9.32 Satin Comfortables .7.00 Floral centres, with plain satin borders—satin backs—fine white cotton filled—full size. Limit 3.
New Mixed Goose Feather Pillows—assorted tickings. Our reg. \$1.15—20x28 .94 Our reg. \$1.29—22x30 .1.17 Our reg. \$1.37—24x30 .1.27 Our reg. \$1.97—26x30 .1.37 Limit 6.
37 ct. Absorbent Cotton .27 16 oz. roll—for physicians and household use. Limit 5 lbs.
22 ct. Muslins .16 Fruit of the Loom, Lonsdale and Hill muslins. Limit 20 yds. No mail or telephone orders.
\$3.97 Marseilles Spreads .2.77 Full size: satin finish—many beautiful designs. Limit 2.

See World and American for Seventeen (17) Morning Specials on Sale Monday and Tuesday until 1 P. M.